



HP Scitex

Marketing product manager - consumables

HP Scitex is a global leader in industrial digital printing. These days, we are introducing a well anticipated new platform and a disruptive digital printing machine for corrugated packaging – a very big and untapped market. With unique technology and value proposition, we are positioned to revolutionize this market and lead its transformation from analog to digital. As part of building our organization for growth we are looking to expand our product marketing team with an excellent product marketing manager.

As a member of our product marketing team you join a skilled team of experts collectively, defining the future of the division. You will manage the consumables of our core product consisting of inks, inkjet print heads and more, having significant influence on the market and the business.

Primary responsibilities:

- Acquire market insights and define customer needs for our consumable products
- Define product development roadmaps from current and into the future, guiding decision makers and R&D through priorities
- Define positioning and set pricing of the consumables to best compete in the market and maximize HP profits
- Train worldwide go-to-market teams and build product and industry knowledge helping to promote sales
- Collaborate with marcom teams to generate and deliver product messaging, marketing tools and content
- Be involved in regulations and compliance discussions and committees at worldwide level
- Be an expert and the marketing focal point for media, drive media business development

Requirements:

- Passionate, self-motivated, goal-driven and fits into a dynamic, fast-pace, international working environment
- Strong business acumen and analytic capabilities
- Technical background, ability to understand complex products and environments
- 2-4 years of experience in product/marketing management, preferably of capital equipment
- Ability to lead discussions with internal and external stakeholders, from technical to executive levels
- Excellent interpersonal skills, communication and presentation skills in English
- Engineering degree. From a leading university - advantage
- MBA from a leading university – advantage

Product marketing manager -Hardware workflow

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As a member of our marketing team you join a skilled team of experts collectively, defining the future of the division. You will manage elements of our core product, deal with a wide variety of subjects and get the opportunity to have a wide view of the business.

Primary responsibilities:

- Acquire market insights and define customer needs for physical workflow and elements of our core product
- Guide R&D and work with partners towards execution of requirements
- Define and manage analytics tools and use them to extract product insights
- Perform market and financial analyses
- Create sales-enablement and knowledge transfer tools and content for our go-to-market teams

- Train worldwide go-to-market teams and build product and industry knowledge helping to promote sales
- Lead machine demos and support field escalations

Requirements:

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Send cv: gal.eliahu@hp.com